REVISIT PRECONCEIVED IDEAS ABOUT PAPER CATALOGUES

Digital media are gradually taking over from paper media: catalogues, leaflets and invoices are disappearing in favour of dematerialised media and digital documents. Dulis has also invested heavily in the development of digital tools, the web and the dematerialisation of documents, with the aim of reducing waste, limiting its environmental impact and being in step with its customers.



SO WHY A PAPER CATALOGUE IN THE DIGITAL AGE?

Dulis wishes to be at your side in your work environment and despite the quality of the web search engines, the catalogue allows a different global visualization of the ranges and offers other search keys than the websites. Always at hand, you can carry it, use it everywhere, without connection. It is inert: once printed, it consumes nothing. It is recyclable. It has no battery, no heavy or rare metal elements and does not need to be recharged. It has a long lifespan, minimum 2 years (it is not a leaflet).

Digital technology uses energy (terminals, servers, cloud...) which has a considerable impact on the environment and global warming.



AN ENVIRONMENTALLY FRIENDLY CATALOGUE

The Dulis catalogue is printed on recycled paper with non-toxic inks by a service provider whose manufacturing process is certified by an environmental management label. An environmental study was carried out by the french Post on the impact of paper compared to digital media. The results show that for a printed and routed catalogue, paper is more favourable than digital in 15 out of 16 environmental areas studied

Enjoy reading this catalogue!

